

You didn't get it from me!™



Michael Popovich

Founder and CEO of Scientific Technologies Corporation (STC)







Scott Hamstra

Pediatrician and Captain in the US Public Health Service deployed to the Indian Health Service (IHS) in Arizona since 1990



No Flu Zone



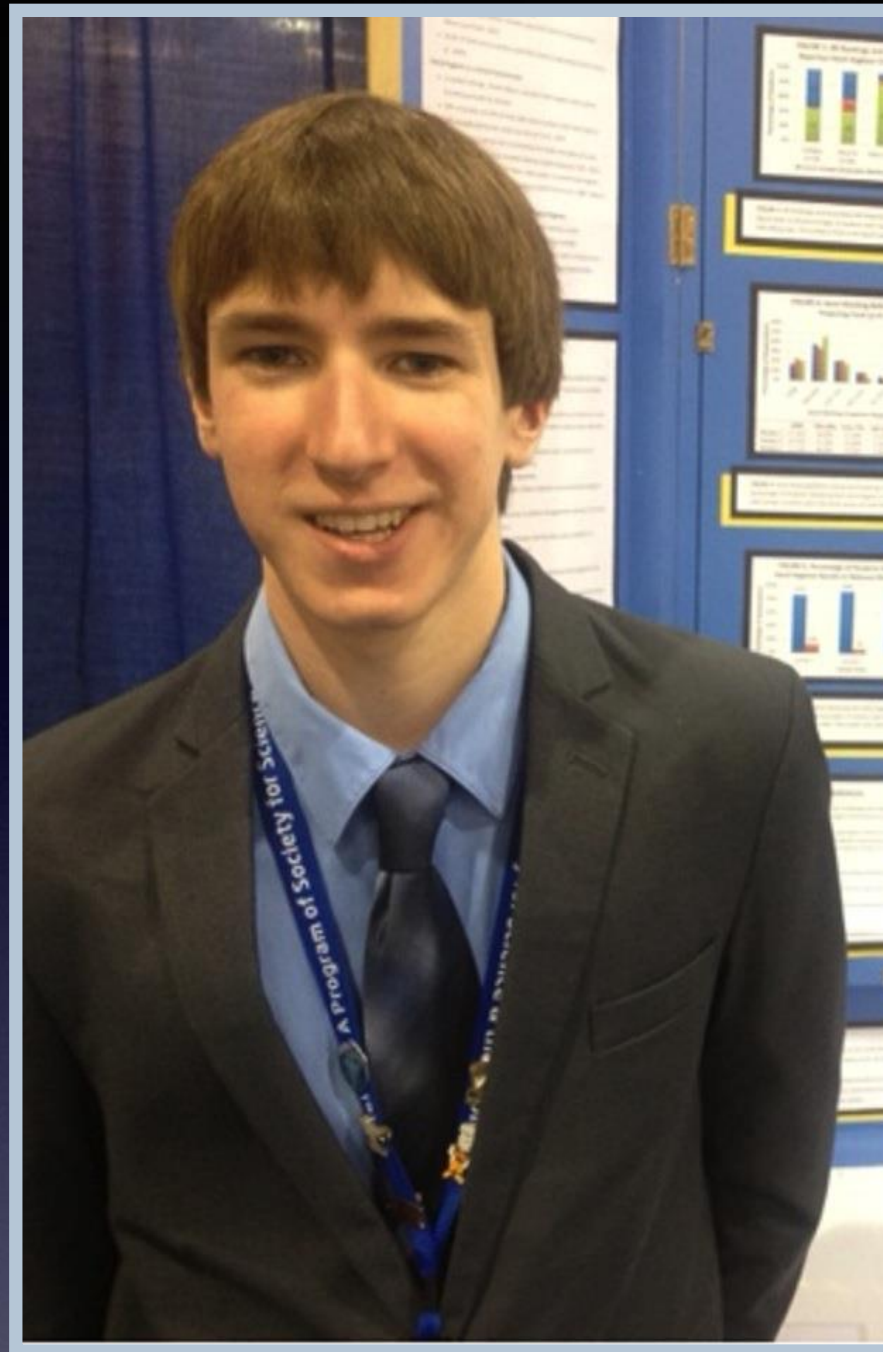
Debbie McCune Davis

Democratic legislator who was first elected in 1978; since then, with an 8 year respite, she has served in both the Arizona House of Representatives and the Senate



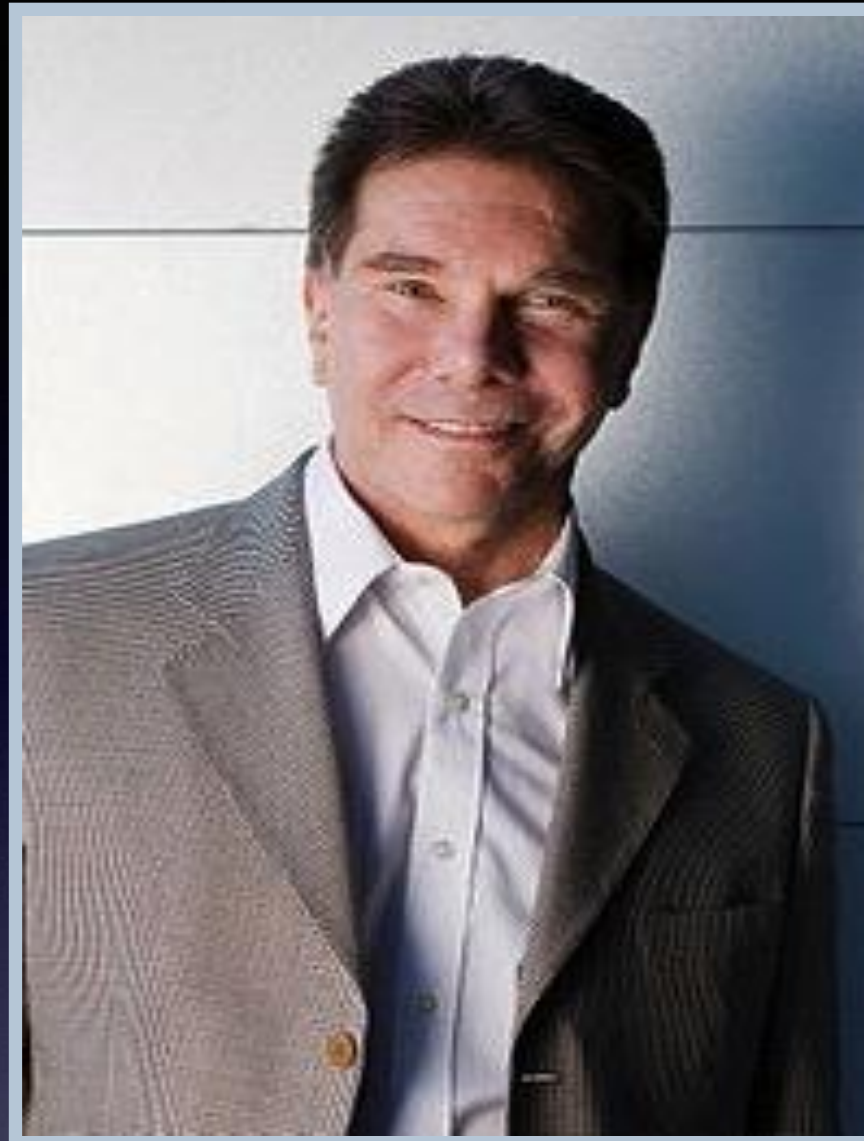
Leanne Field

Distinguished Senior Lecturer in the College of Natural Sciences and School of Biological Sciences at The University of Texas at Austin and an Adjunct Associate Professor of Public Health at The University of Texas Health Sciences Center at Houston, School of Public Health



Tim Renier

Recently presented and won a Grand Prize (second place) at Intel's International Science and Engineering Competition; he is a high school student in Duluth, Minnesota



Robert Cialdini

One of the country's leading social psychologists, Bob is author of *Influence*, the leading book on ethical persuasion.

President and founder of [Influence at Work](#) (IAW®), which is a resource that offers presentations, workshops and training programs to improve organizational and personal performance through ethical influence strategies



The Innovators' Lab
&
BrainTouring LAB

BrainTouring

- Brainstorming = Locked in a room
- BrainTouring = Explode that room and that thinking, invite a world of ideas into the process



1985

350,000

cases 125

countries



2012

223 cases
3 endemic
countries

Pakistan
Afghanistan
Nigeria

1. Health Clubs
2. Social Events- Date night, Churches, Open House
3. Employer Health Clinics/ Family Nights
4. Data: Running tickers, data stories
5. Competitions/Crowdsourcing
6. Tie-ins: Corporate/ Political

Sample Material

It is estimated that 20,000-30,000 people are going to die from the flu in the next six months.

You probably won't be one of them. Most of those who get hospitalized or who die from the flu are old or very young. But all those people who got sick? They'll all get the flu from someone, maybe someone they love. Please...



No Flu Zone™

Save the Grandmas & Protect the Babies

If you get the flu you'll be contagious before you get symptoms and after you're starting to get better. But if you get a flu shot, odds are you won't get the flu and you won't give it those you love. Join in.

Our No Flu Zone™ goal is 100% participation.* Sign up and get your shot. Wear your No Flu Zone™ sticker and encourage everyone you know to participate.

PROTECT THE PEOPLE YOU CARE ABOUT MOST.

YOU WILL NOT CATCH THE FLU FROM THE VACCINE. The flu shot is made from a virus that has been killed. You can't get the flu from dead flu virus.

*Almost everyone can get a flu shot. Those who shouldn't include children under 6 months, people with Guillain-Barre Syndrome, someone already sick, and a few others. There will be a brief questionnaire before getting the vaccine.

FOR OTHER CONCERNS, GO STRAIGHT TO THE CDC FOR ANSWERS:

<http://www.cdc.gov/flu/protect/keyfacts.htm>

<http://www.cdc.gov/flu/about/qa/misconceptions.htm>

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Employer Health Clinics:

Current Flu Shot Rate — 35-40%

TEST:

CEO Buy-In

Expanding Marketing of Vaccinations to

Employees

New Messaging

In past years as many as **1 in 5** people got the flu.
Look around the office and figure out the odds.

Maybe you won't be the one to be sick or hospitalized, but there will be days and days of colleagues out with fever and sickness. Work slows down and you know what that means for you. It doesn't have to happen.

DON'T GET THE FLU, DON'T GIVE THE FLU

Proudly proclaim...

You Didn't Get It From Me™

If you get the flu you'll be contagious before you get symptoms and after you're starting to get better. In other words, you could be the one who's passing the flu around the office. Don't be THE ONE. Don't get sick and don't make others sick.

Instead, join our effort to make this a No Flu Zone™. If you get a flu shot, odds are you won't get the flu and you won't give it to those around the office. Step up!

Our No Flu Zone™ goal is 100% participation.* Sign up and get your shot. Wear your No Flu Zone™ sticker and encourage everyone you know to participate. Let your friends and relatives know that you're helping to protect them. Tell them...

YOU DIDN'T GET IT FROM ME!

YOU WILL NOT CATCH THE FLU FROM THE VACCINE. The flu shot is made from a virus that has been killed. You can't get the flu from dead flu virus.

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No Flu Zone™



Pilot Results

Company A — 86%

Company B — 72%

Company C — 70%

(Company B: Sick Days down 58%)

Expanded Test for 2014 Flu Season

Employer Recruitment —

Goal is 20+ companies



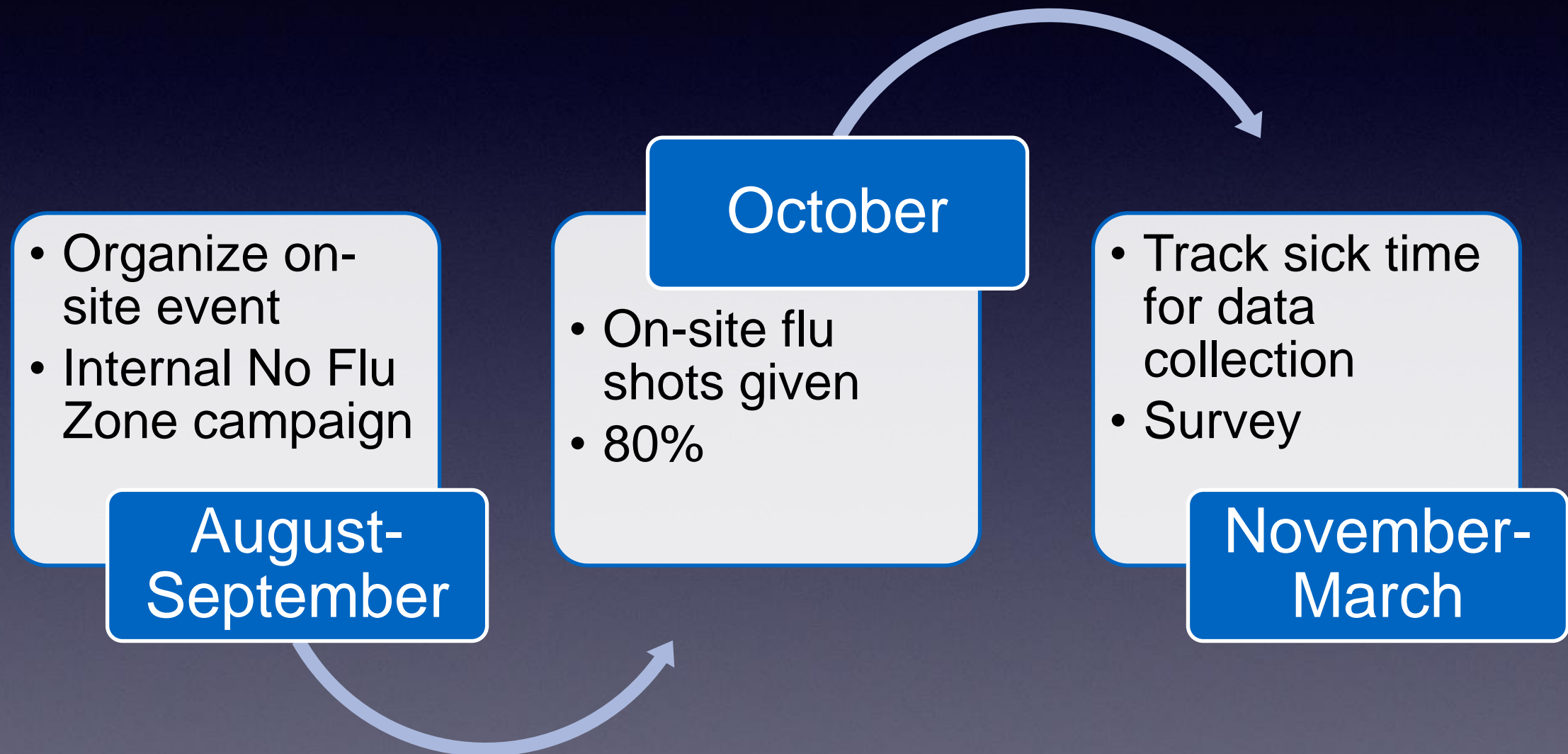


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A2F2 Time Line



“Backfire Effect”

Brendan Nyhan, Dartmouth

“Backfire Effect”

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43% believed flu shots cause flu

“Backfire Effect”

Brendan Nyhan, Dartmouth

43% believed flu shots cause flu

After these read “corrective” CDC info,

Belief in the myth was reduced

BUT

Intent to vaccinate declined

“Backfire Effect”

Brendan Nyhan, Dartmouth

MMR Study

Emotional appeal?

“Backfire Effect”

Brendan Nyhan, Dartmouth

MMR Study

Emotional appeal?

% who believe vaccine causes autism

7.7 to 13.8

A2F2 Event

- Make It An Event!
 - Wellness, Potluck, Lunch
 - Rate counter leading up to event
 - Competition between departments
 - Incentivize participation

Pilot Results -- 2013

Company A — 86%

Company B — 72%

Company C — 70%

(Company B: Sick Days down 58%)

2014 A2F2 Test

14 companies
4000 employees

2014

A2F2 Test

Wide range of “compliance”

Among those close to full A2F2

50% to 97%

Mean = 70%

2014 A2F2 CASES

Best: 97%

Worst: 29%

Most determined: 71%

Questions/ Comments

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